MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/ 2017

BMK2844 – MARKETING COMMUNICATION

(DISTANCE EDUCATION)

03 MARCH 2017
3:00 pm - 5:00 pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).

2. Answer **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

There are FIVE external factors that influences on consumer behavior. Describe each of these influences on consumer behavior and provide an example of each.

(Total 20 marks)

QUESTION 2

Discuss some of the reasons why emotion-based advertising appeals are effective. Provide an example of a company or brand that is using an advertising campaign based on emotional appeals and analyze its effectiveness.

(Total 20 marks)

QUESTION 3

While many companies rely on a variety of promotion mix elements to move their products and service through intermediaries, an increasing number are going directly to consumers. Discuss FIVE reasons why direct marketing has been so successful.

(Total 20 marks)

QUESTION 4

Marketers make extensive use of sales promotion, particularly those marketing to consumers. Discuss the FIVE objectives for consumer-oriented sales promotion with appropriate examples.

(Total 20 marks)

QUESTION 5

Discuss the THREE primary source attributes noted by Herbert Kelman and the different processes by which they can influence attitude and/or behaviour change. Provide an example of an advertisement or other types of promotional message that utilizes each attribute.

(Total 20 marks)

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